

VALENTINA FRASCA

Art Director & Designer

I'm Valentina Frasca, an Art Director from near Rome who lives and works in Milan.
I have a BA in Graphic and Multimedia Design and an MA in Art Direction from the Milan Polytechnic.
For the past 10 years I have worked as an art director in large and boutique agencies both in traditional and digital media, but also in event organization, project management and strategic analysis, in Rome, Dubai and Milan.
Aside the agency work I've also been freelancing and working on various projects.
Recently I attended the course 'Advanced Web Design' at NABA in Milan.

CONTACTS

Via Correggio 34, Milano
DOB - 31-12-1984
P.IVA 09453260961
frasca.valentina@gmail.com
+39 333 671 0793
PEC: valentina.frasca@pec.it
www.valentinafrasca.it

EDUCATION

FEBRUARY 2017 - APRIL 2017
Short Course in Advanced Web Design
N.A.B.A. Milan

FEBRUARY 2010 - DECEMBER 2010
MA Art Direction & Copywriting
Poli.Design, Polytechnic of Milan

OCTOBER 2004 - DECEMBER 2009
BA Graphic & Multimedia Design
'La Sapienza' University of Rome
Architecture department 'Valle Giulia'

1998 - 2003
Diploma in Language Studies
(English, French, German)
Scientific Lyceum of Veroli (FR)

LANGUAGES

English
Professional working proficiency

French
Limited working proficiency.

SKILLS

Art direction, Advertising (ATL, BTL, Digital),
Digital Design, Wordpress, HTML, CSS, Branding,
Print Design, Typography, Video Editing,
Adobe Creative Suite, Strategy, Event Planning,
Project Management.

EXPERIENCE

JANUARY 2010 - PRESENT
Freelance Art Director & Designer
Wunderman, Milan; Ogilvy One, Milan; MullenLowe, Milan;
20 Red Lights, Milan; Hug, Milan; Compass, Bologna; Orange, Milan;
TBI, Dubai; Blue Logic, Dubai; Hello Kitty Magic, Hong Kong.

JUNE 2020 - PRESENT
Creative Director
Nudo - Nature Made
Branding, Product Design, Communication Manager.

NOVEMBER 2018 - APRILE 2019
Creative Supervisor
Breathing (Milan)
Clients: Bayer, A-Derma, Sloggi, PUIG.

FEBRUARY 2017 - DECEMBER 2017
Senior Art Director
Adverteam (Milan)
Clients: ITAS Assicurazioni.

SEPTEMBER 2013 - SEPTEMBER 2015
Art Director
White Label (Milan)
Clients: Banzai, Royal Air Maroc, Headbanger, Mondadori.

JANUARY 2013 - MAY 2013
Art Director
Spark (Dubai)
Clients: Wasl, Kia, Cinnabon U.A.E., Settle Best Coffee, 800 Flower.

OCTOBER 2011 - NOVEMBER 2012
Junior Art Director
Kennedy+Castro (Rome)
Clients: Peroni Nastro Azzurro, MoreMondadori Publishing.

MARCH 2011 - SEPTEMBER 2011
Junior Art Director
Ogilvy & Mather (Rome)
Clients: Ford, Poste Italiane, Europcar, New Holland.

DECEMBER 2009 - MARCH 2011
Personal Assistant
NoCurves Tape Art
Organizing the artist's agenda and contacts, helping with the set up of events' locations.